MARLBORO 500

ADDITIONAL MARLBORO MARKETING SUPPORT

ELEMENT	DESCRIPTION	COST
On-Site Programs:	Pack Sales Trailer Consumer Sweepstakes	N/A

Programs designed to incent and reward smokers who are racing enthusiasts with racing themed incentives. Also, generating names for a consumer database that provide a target segment for future promotional programs.

Off-Track Programs:	Bar Nights Show Car Van Program Retail P.O.S	N/A

Programs designed to enhance and extend Marlboro's leadership position in racing through visibility, impactful promotions and interactive consumer programs.

Advertising:	**Outdoor**		$125mm
	Detroit	$98.1	
	Lansing	$ 8.5	
	Jackson	$ 4.5	
	Ann Arbor	$ 5.4	
	Kalamazoo	$ 7.2	

Purchased 197 outdoor billboards strategically placed in and around the Detroit/Brooklyn market.

	Print 10 color insertion in local papers ROP	$ 80mm

In support of the Marlboro 500, Philip Morris will implement a comprehensive advertising campaign in six major newspapers.

Direct:	20,000 targeted mailings	$ 70k

Promotional support of the Marlboro 500 delivered via a direct mail piece to consumers in the Brooklyn/Detroit markets. Program offered free race tickets and Marlboro incentives.

2046483025

Source: https://www.industrydocuments.ucsf.edu/docs/gkbk0004